Ryann Carroll March 8, 2012

Genre: Travel Brochure

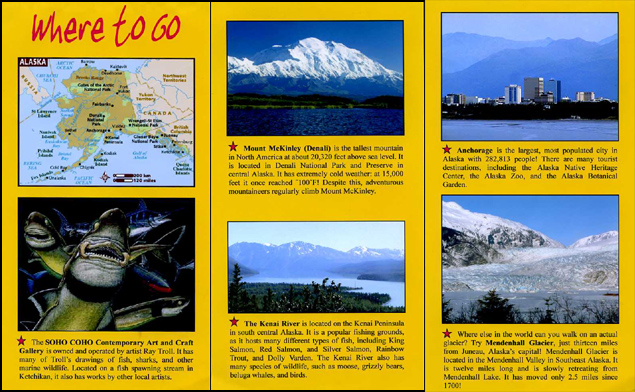
Characteristics Pictures

Short descriptions

Contact Information

Suggestions on things to do at the travel destination

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=HFbtnSmj5BI9eM&tbnid=F0y_Eok32S35RM:&ved=0CAUQjRw&url=http%3A%2F%2Fwww.tutorialchip.com%2Finspiration%2Ftravel-brochures-examples%2F&ei=HB86UaD7DMiF0QGSuoGQDg&bvm=bv.43287494,d.dmQ&psig=AFQjCNHXghRc1e162RQojiVCJ5htWPfWOg&ust=1362849493133918)

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=13HnMffEc321-M&tbnid=YE87crBdCa7jzM:&ved=0CAUQjRw&url=http%3A%2F%2Fwww.lospaseos.mhu.k12.ca.us%2F5thweb%2Fstate_brochure%2Fbrochure4.htm&ei=lR86UfDCD5H00QGRrYGQDw&bvm=bv.43287494,d.dmQ&psig=AFQjCNHI3ztUhpsbxQ0tmZMRx7j4BjuM5g&ust=1362849485777048)

Criteria

Should be aesthetic, appealing, and relevant. The pictures should make people want to visit.

Should be brief, professional, and persuasive. The short descriptions should not use sophisticated language but still intrigue people on looking further into travel.

Contact information should be available for business purposes. The brochure is trying to get people to travel somewhere using you agency so they need to know who to contact.

There should be a list of several exciting/ intriguing activities available and sites to visit. It will give people a better understanding of what to expect when they travel to the destination as well as give them something to look forward to.

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=7U0SWTgQq21taM&tbnid=7ROUkP46QfrHQM:&ved=0CAUQjRw&url=http%3A%2F%2Fwww.behance.net%2Fgallery%2FHolyland-Tours-and-Travel%2F3271227&ei=bB86Ue3QE6iO0gGOiIC4CA&bvm=bv.43287494,d.dmQ&psig=AFQjCNHurcnxJ3RKxp_9N4IJV8ih6X31PA&ust=1362850008950896)